Entrepreneurship Tracks

Many Entrepreneurship concentrators also complete a functional concentration (e.g., Finance, Marketing) or focus in a particular context (e.g., Health Sector) or specialized area of expertise. The elective options below are grouped by focus as a guide, but you are encouraged to take elective courses that best meet your personal career development objectives. Please contact Professor Joseph LiPuma (jalipuma@bu.edu) to discuss your specific goals.

Financing Ventures
- FE850 Private Equity: LBOs
- FE854 Entrepreneurial Finance (formerly SI854)

International Entrepreneurship
- MK845 Social Media Marketing
- OM845 Clean Technologies and Supply Chains
- SI856 International Entrepreneurship

Social Enterprises
- PL850 Social Entrepreneurship
- OB830 Leading the Mission-Driven Organization
- OB844 Managing Organizational Change
- OB848 The Leadership Challenge
- OB853 Negotiations

Health Care and Life Sciences
- HM703 Health Sector Issues and Opportunities
- HM710 Health Service Delivery: Strategies Solutions and Execution
- HM717 Drugs, Devices and Diagnostics: New Challenges, Strategies and Execution
- HM801 From Bench-to-Bedside – Translating Biomedical Innovation from the Laboratory to the Marketplace
- HM817 Health Information Technology

Innovation & Product Development
- IS827 Platforms and Information Markets
- MK856 Consumer Behavior
- OM865 Idea Lab
- OM880 Product Design and Development
- SI814 Intellectual Property Strategies (formerly FE814)
- SI838 Technology Commercialization and Entrepreneurship
- SI839 Design Thinking and Innovation
- SI845 Technology Strategy
- SI871 Strategies for Bringing Technology to Market
- SI874 Entrepreneurial Sales Strategy
Energy and Sustainability
- OM845 Clean Technologies and Supply Chains
- SI836 Foundations of Environmental Sustainability
- SI870 Strategies for Sustainable Development (formerly PL870)

Marketing and Digital Media
- MK845 Social Media Marketing
- MK852 Marketing Analytics
- MK854 Branding
- MK856 Consumer Behavior
- MK857 Service Marketing Management
- MK859 Business Marketing
- MK864 Pricing Strategy and Tactics
- MK875 Retail and Omni-channel Marketing

Strategy and Consulting
- MK852 Marketing Analytics
- SI814 Intellectual Property Strategies (formerly FE814)
- PL815 Competitive Decision Making (formerly FE815)
- SI839 Design Thinking and Innovation Strategy
- SI845 Technology Strategy
- SI859 Strategy Implementation
- SI871 Strategies for Bringing Technology to Market

Family-led Businesses
- OB844 Managing Organizational Change
- OB848 The Leadership Challenge
- SI839 Design Thinking and Innovation Strategy
- SI874 Entrepreneurial Sales Strategy

Real Estate Development
- OB853 Negotiations
- SI835 Real Estate Management
- SI842 Real Estate Development

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